

THREE DIRECTIONS FOR THE NEXT THREE YEARS 2003-2005

MAYOR LOVERIDGE'S OFFICE

As introduced at the 2002 State of the City Address, the policy platform for my final term as Mayor has three overriding objectives.

First is an emphasis on **Economic Development**, with a focus on the new economy and high-paying jobs. Riverside should be the best place to do business in the Inland Empire.

Second is an emphasis on **Quality of Life**, with Riverside as a community of choice.

And the third is an emphasis on an **Inclusive Community**. The 2000 Census reveals a new face for Riverside. This portrait offers an extraordinary opportunity for our future.

In the year 2002, there was an explicit focus on the three overriding objectives (or what I call the Three Directions) and that focus continues in 2003. My staff and I work on, monitor and regularly report on the status of the Three Directions and their action strategies. At weekly staff meetings we discuss each action step required to make the Three Directions happen. A dedicated group of community members meets with me regularly and works in small groups to assist with moving the Three Directions forward to accomplish the stated goals. The Three Directions are the call to action for my Office, my work plan for 2003-2005. The Three Directions also reflect, support and complement both of the two most important strategic documents that direct our City: Visioning Riverside: A Report from the Community, and, the Strategic Plan.

Following is a summary of the Three Directions. Each of the Three Directions is broken down into a number of action strategies. These action strategies consist of goals and activities that I have identified that will result in the accomplishment of the Three Directions. Many of the action strategies are areas that the City Manager's Office or other departments are responsible for ~ it is my role to work with the City Manager and other City departments to encourage, assist, provide direction, stimulate and monitor their efforts to make these goals happen.

Please note that for each action strategy there is a green, yellow or red light which is a method I use to mark progress. Green light items are progressing well though not necessarily complete; yellow lights represent areas where more concentrated efforts are required or desired; and, red lights indicate the need for focused, dedicated efforts to enhance or move forward on a strategy that is in some jeopardy or on an initiative that has not yet been launched.

THREE DIRECTIONS FOR THE NEXT THREE YEARS 2003-2005

MAYOR LOVERIDGE'S OFFICE

I. ECONOMIC DEVELOPMENT

The City of Riverside's economic development should increasingly focus on the new economy and high paying jobs. Riverside can and should be the best place to do business in the Inland Empire.

1. Follow an explicit economic game plan. Implement John Husing's New Economic Development Strategy.

The Husing Report's integrated economic development strategies, as adopted by City Council, are currently being implemented by the City Manager's Office via a comprehensive implementation plan that establishes the work plan for accomplishing the designated strategies. The Deputy City Manager regularly monitors and works with assigned staff to ensure that the actions designated in the work plan are being accomplished. The next update to City Council on progress made on the recommendations will be provided in the near future under the auspices of the "How We Work" section of the Visioning Riverside report.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue to assist by monitoring the implementation of the recommendations and troubleshooting on issues as necessary. (Hold Deputy City Manager Accountable.) (Kristin Tillquist)

2. Ensure a timely and certain permit process. Continue change/reform recommendations.

The Management Partners' permit study contained a variety of recommendations to revamp and improve the City's permitting process. Many recommendations have been implemented and many more are slated for completion this year. The most recent update to City Council, on July 22, 2003, revealed many successes: building permit and plan check fees have been simplified; Permits Plus, a citywide development review and tracking system has been implemented; an After Hours Services Program has been implemented; incentive programs such as the Residential Infill Housing Strategy created; and a new, more powerful Planning and Building Department website launched. As improvements are implemented, City Council is apprised; however, another full update is expected in approximately six months.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue to support the recommendations and encourage the full implementation of the plan. (Hold Deputy City Manager Accountable.) (Kristin Tillquist)

3. Connect the new economy and three universities and RCC. Host HEBC collaborations and follow up on the new paradigm series outcomes. Support campus development. Monitor progress at UCR Research Park.

Higher Education/Business Council (HEBC) meetings and collaborations, notably the completion of the "new paradigm" series of workshops in 2002, increased connections between our three universities and RCC with the new economy. In the current year, the HEBC is assisting each of the institutions of higher education in following up on the results of the new paradigm workshops. In addition, virtually all of the higher education institutions are currently planning for or undergoing major development initiatives or expansions. At UCR, for example, the University Research Park continues to grow quickly with Technology Transfer Center development underway and plans to expand from 39 to 56 acres. The most recent meeting of the HEBC was on June 6, 2003.

Next Steps/Mayor's Role:

Green Light

Mayor's office will hold the HEBC accountable to actively develop and follow up on the recommendations and strategies determined at the new paradigm workshops. Mayor's office will also support the development initiatives of the institutions. (Hold HEBC accountable.) (Kristin Tillquist)

4. Accelerate revitalization of downtown.

In the past year, a series of meetings occurred in which downtown stakeholders contributed their choices for short and long term development for the downtown area. The resulting priorities provided excellent direction to the Deputy City Manager who prepared short and mid term goals to focus the work of the Development Department, and City Council supported those plans. The Downtown Manager, John Andrews, is synthesizing efforts to revitalize the downtown area, direct the implementation of the short and mid term goals, and act as a leader in further downtown development. For example, Mission Village, a new housing development centrally located at 1st and Market Streets, celebrated its grand opening at the end of August marking a development goals that has been achieved.

Next Steps/Mayor's Role:

Green Light

Mayor's office will support the Downtown Manager in creating and executing a cohesive development plan for Downtown. (Hold Deputy City Manager and Downtown Manager accountable.) (Michelle Gilleece)

5. Make Riverside a smart community. Support SmartRiverside.

SmartRiverside's mission is to improve the quality of life of those who choose to live, work, or play in Riverside through innovative, targeted technology projects and related economic development initiatives. The Board of this non-profit organization, chaired by the Mayor, has five main operating goals, with objectives to support each goal, designed to make Riverside a more technologically competitive and sophisticated environment. Goals: Attract High Technology to Riverside; Promote a culture in Riverside that fosters high technology; Continue to create an environment that supports a technologically-skilled workforce; Advocate that the benefits of technology reach all of Riverside's residents; Facilitate electronic access to government and community.

Next Steps/Mayor's Role:

Green Light

Mayor's office, along with SmartRiverside's Board of Directors, will continue to supervise SmartRiverside and encourage its accomplishment of the above goals. Two specific initiatives that support these goals are moving forward quite well: The Downtown Wireless Mall project is taking final form with plans for implementation in August 2003; and, Riverside now provides incentives for builders to incorporate structured wiring into new housing stock, a policy that will help to attract skilled workers and new companies to Riverside. (Hold SmartRiverside Executive Director, Toby Holmes, accountable.) (Toby Holmes)

6. **Help small- and medium-sized businesses compete in the global marketplace. Support Global Trade Center of the Inland Empire. Continue to promote Sister City activities especially as they relate to economic exchange opportunities. Revisit the International Plan with a view to identifying economic benefits that can be harnessed.**

By supporting the activities of the Global Trade Center of the Inland Empire, the business community of Riverside and the Inland Empire will increasingly have tools they need to compete in the global economy. The Global Trade Center's Executive Director, Rod Ballance, has researched, organized and implemented numerous trade missions and provided valuable guidance and assistance to our local businesses. Our City's numerous Sister City activities provide an important platform from which we can springboard into new and enhanced economic exchange opportunities. An International Strategic Plan is being developed and reviewed for the purpose of defining and focusing on obtaining economic, educational and cultural benefits for our City. The Mayor's office works with the International Relations Council on these latter matters.

Next Steps/Mayor's Role:

Yellow Light

The Mayor's office will support the Global Trade Center's activities and tie them in to as many other mayoral initiatives as possible. Mayor's office will continue to work with the IRC and will look to creating a viable International Strategic Plan to obtain maximum economic, educational and cultural benefits for the City. In addition, Mayor's office will facilitate closer ties and understanding between all parties involved in international import/export activities. (Hold Global Trade Center Executive Director accountable.) (Kristin Tillquist)

7. **Use advantage of low electrical rates, 40 to 60% less than Edison, to attract new businesses and compete for high paying jobs. Increase/strengthen role of Public Utilities in economic development.**

The City of Riverside's Public Utilities Department has been a very important factor in recent economic development success stories. Given our competitive advantage, it should be capitalized on to the fullest extent possible.

Next Steps/Mayor's Role:

Green Light

Mayor's office will assist by working with the Development Department and the Public Utility in combining efforts to effectively advance the economic development agenda of Riverside. (Hold Deputy City Manager and Director of the Public Utility accountable.) (Michelle Gilleece)

8. **Connect City Hall with the private sector. Work closely with Chambers of Commerce, Economic Development Corporation, and Mayor's Business and Development Advisory Council. Look for agreement on agenda. Look for agreement on priorities. Look for partnerships. Listen for feedback.**

The Mayor's Office continues to work closely with the Greater Riverside Chambers of Commerce, the Economic Development Corporation, and the Mayor's Business and Development Advisory Council to connect City Hall with the private sector. Mayor's office looks to the Husing Report to provide a cohesive agenda and thus a common platform for City Hall and the private sector.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue to look for agreement on agendas and priorities for Riverside's economic development future and will seek out ways to facilitate City Hall reaching out into the business community. The Mayor's office is collaborating with the Chamber of Commerce and is organizing and hosting a "new business reception" to welcome businesses which have recently taken out business licenses in our community. These new business receptions will not only welcome the new businesses but will also provide them with resources, information and connections. (Hold Mayor accountable.) (Sherri Gomez)

9. **Retain and expand local businesses. Continue Mayor's Business Visits and TLC Luncheons.**

Mayor's Business Visits and TLC luncheons represent a long history of successful outreach to our local businesses. Over 200 business visits have occurred and over forty TLC luncheons have been held. As a result of this outreach, we can directly account for many jobs being created or saved, and millions of dollars in plant and equipment investment in Riverside. The Business Expansion and Retention working group meets every two months to coordinate the efforts of the various departments (Public Utilities, Development, City Manager, Mayor) and the Greater Riverside Chambers of Commerce to ensure that expansion opportunities and retention needs are being effectively met.

Next Steps/Mayor's Role:

Green Light

The Mayor's office will continue to hold business visits and TLC luncheons and work toward expansion and retention of our local businesses. The Mayor's office will work closely with the Development Department and the Greater Riverside Chambers of Commerce in developing the "new business receptions" to be held twice yearly. Further, a pamphlet promoting the Business Visits has been developed and it will be distributed in the near future in conjunction with the Development Department. (Hold Mayor accountable.) (Sherri Gomez)

10. Implement a regional game plan to advance City's priorities.

Regional decisions represent both perils and opportunities. As the largest city in the Inland Empire, we should be a major player, with a policy agenda and a regional focus and strategy. For example, major transportation decisions are on the agenda of many regional agencies and these decisions will greatly influence our region's prosperity and success in the upcoming years.

Next Steps/Mayor's Role:

Yellow Light

The Mayor continues to identify and establish a regional game plan for 2003 and beyond. The City has developed an Intergovernmental Relations Officer position and the recruitment is nearly complete with an anticipated start date in October. This position will be important in dealing with city, county, special district, regional, state and federal issues. (Hold Mayor accountable.) (Kristin Tillquist)

II. QUALITY OF LIFE

Improving our quality of life and making Riverside increasingly a community of choice requires ongoing efforts to achieve good neighborhoods, safe streets, excellent K-12 education, good parks and libraries, dynamic arts and culture offerings, and other elements of a successful community.

1. Connect Community Visioning with Strategic Plan and General Plan update.

The visioning process that was conducted in the year past was very successful. It solicited many community voices and developed a community consensus regarding Riverside's future in a document entitled "Visioning Riverside: A Report from the Community". City Hall should use Visioning Riverside to frame the Strategic Plan and the General Plan update. The Mayor has been a catalyst in assisting the City Manager's office in integrating the results of the Community Visioning process with the Strategic Plan, as well as with the General Plan. The General Plan process is now underway and Visioning Riverside is explicitly the framework of the update. The Mayor's Chief of Staff sits on the Technical Advisory Committee to the General Plan. As an important part of the General Plan process, a Citizen's Congress was held on September 13th and it provided the opportunity for the residents of Riverside to add their suggestions and concerns to the many issues that the General Plan is addressing.

Next Steps/Mayor's Role:

Yellow+ Light

Quarterly reports to City Council, framed around Visioning Riverside, are serving as a way to check in and align the vision with the strategic plan and to determine progress on the various goals. A workshop on “How We Work”, featuring John Husing, proceeded in September. Mayor’s office will work with City Manager’s office and Planning Department in seeing these quarterly reports through. (Hold City Manager and Mayor accountable.) (Kristin Tillquist)

2. Work for a refurbished, well-maintained, and safe park system.

A total of 67 projects in the City of Riverside Park and Recreation Department have been identified as the beginning of the revitalization of the City’s aging park systems. The City Council has committed \$34 million toward park refurbishment. Many projects have been completed such as the Fairmont Park Rose Garden enclosure and the playgrounds at Myra Linn Park and Harrison Park. Several projects are currently under construction, in design or about to begin, such as the expansion of Bryant Park Community Center to include a youth fitness center, refurbishment of the La Sierra Community Park facility and of the Villegas Park playground, development of approximately 20 acres of open turf area for sports and completion of the Reid Park Master Plan to include construction of additional ballfield parking and playgrounds, and installation of electrical, heating and air conditioning systems at Cesar Chavez Community Center in Bobby Bonds Park. Excellent progress has been, and should continue to be, made to allow for further improvements to the City’s parks. In addition, work toward developing trails in and around Riverside is underway. The Mayor supports the creation of a Santa Ana River Conservancy to advance a regional open space network along the Santa Ana River. The Mayor’s office will continue to work with the regional stakeholders in the Santa Ana River to capitalize on the river’s enormous potential to provide a quality nature experience.

Next Steps/Mayor’s Role:

Green Light

Mayor’s office will continue to assist in parks revitalization. The Mayor has appointed a Santa Ana River Task Force to develop recreational and other uses along the Santa Ana River within the City of Riverside. (Hold Park and Recreation Director accountable.) (Michelle Gilleece)

3. Make Riverside the identified center for arts and culture in the Inland Empire.

The Mayor’s Arts Task Force formulated the Vision 2005 and Call to Action document which was approved by City Council. The Downtown Specific Plan includes a chapter recognizing the importance of the arts in the future of downtown Riverside and the entire City and formally delineates an Arts and Culture District. The Mayor’s Arts Task Force approved the creation of a 501c3 non-profit organization with an independent and motivated Board of Directors to create an Arts and Culture District. The Board and the 501c3 are now developing and at a recent Retreat on June 14, 2003 and in subsequent Board meetings, the Board has come a long way in developing and moving toward its goals and objectives. Recently formalizing its name, the Riverside Cultural Trust, and appointing an Executive Committee headed up by Pat O’Brien, the group is now focusing on fundraising and goal setting.

Next Steps/Mayor’s Role:

Yellow Light

The Mayor's office is active in assisting the development of the Riverside Cultural Trust and will assist in supporting and facilitating the its endeavor to develop the Arts and Culture District. (Hold Mayor accountable.) (Kristin Tillquist)

4. Emphasize Riverside as a community of colleges and universities and draw on the resources that such a community provides.

Our four institutions of higher education enhance the quality of life for our community. They provide resources we can draw on as a community. They house sports facilities and events, arts and culture venues and shows, musical entertainment, and other opportunities, among others. Additionally, the marketing of our community as a college and university community/town is a way to attract high quality businesses, jobs and residents to our City. Mayor's office took the lead in an HEBC initiative to create a booklet regarding "things to do in riverside" for students by hiring students and guiding them in their research and design of the project. The booklet, called Stomping Grounds, was completed effective July 31, 2003 and was provided to the four institutes of higher education for their use (particularly at their new student orientation sessions) and to various community groups throughout the City.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will assist by working with the HEBC and other groups to identify ways to both promote and accentuate the multiple opportunities our higher education institutions offer, and to seek ways to market this unique resource as a positive way to identify our City. The Mayor's office will work to ensure that Stomping Grounds is well distributed, marketed, and updated, and has hired a student to continue to augment it and its corresponding website found at www.smartriverside.com. (Hold Higher Education/Business Council and Mayor accountable.) (Kristin Tillquist)

5. Increase home ownership to 60% by 2005. Work closely with realtors and with Riverside Partners in Home Ownership. Tell the story of Riverside as a community of choice--Riverside Pride.

The Mayor's Homeownership Task Force formulated a series of recommendations in the spring of 2002 to increase homeownership in our City, including increasing good infill housing. The Report was adopted by City Council and 30 of its recommendations are scheduled for implementation. A City Council workshop on June 17, 2003 contained an update on the recommended actions, and reported on actions completed and those still in progress. A Neighborhood Report card was recently completed which highlights neighborhoods that are succeeding, or conversely doing less well, in the areas of crime, code enforcement and homeownership rates. The 3rd annual Mayor's State of the Neighborhoods Address, on November 15, 2003, is an opportune time to reflect on the status of neighborhoods and their pride in homeownership.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue to monitor the implementation of the recommendations of the Homeownership Taskforce to ensure effective action. The Mayor will continue to work closely

with realtors to increase homeownership, particularly via the Riverside Partners in Home Ownership program. Finally, the Mayor's office will work to target the neighborhoods that are revealed to be less healthy in the Neighborhood Report card to encourage the conditions for homeownership development. (Hold Deputy City Manager and Mayor accountable.) (Steve Frasher)

6. Support safe streets: best in community policing and professionalism; PACT (Police and Corrections Team) Program.

The Riverside Police Department is proud of its continuing efforts in community policing. Programs such as Safe Parks, Neighborhood Beat Officers, El Protector, and our extensive network of Police Storefronts all have worked to keep the Police Department in touch with the community. The Police and Corrections Team (PACT) has been in operation since early January 2002 and is currently working out of the local parole office and the Lincoln Street Police Station. Riverside Police Department's own Officer John Start was honored as the Outstanding Crime Free Coordinator of the Year by the International Crime Free Association in 2003 for his work on ensuring that multi family housing units are crime free.

Next Steps/Mayor's Role:

Yellow+ Light

Mayor's office will support progress in community policing by publicly lauding successes. (Hold Police Chief accountable.) (Michelle Gilleece)

7. Advocate and support high quality K-12 schools. Support K-12 and their continuing improvement in performance reflected in test scores. Set up district task forces. Focus on after school activities.

The health of our K-12 schools is of major importance in the overall health of our City. Achieving increasing improvements in test score results at all of the District's schools should be an ongoing effort. Education summits in the summer and fall of 2002 took positive steps toward creating a collaborative approach to improving our K-12 educational results. After-school programs continue to be a focus of both further efforts and recognition of success: all middle schools in the Riverside Unified School District and all 4 middle schools in the Alvord Unified School District offer the publicly funded after-school program known as PRIME Time. Alvord also has 5 elementary school participating in PRIME Time and they expect to have 6 more elementary schools in the program by the end of the summer. Alvord recently was awarded grant funding from the federal government in the amount of \$1.6 million per year for the next five years. Additionally, the COPS and Clergy program is involved in providing afterschool programs. Further, the Chamber's education and business committee is working on a variety of initiatives to assist youth. Finally, the Mayor's Chief of Staff is participating in a national network of mayor's advisors looking at ways to assist in the increasing excellence in our schools.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will continue to support and foster high quality K-12 education. The Mayor is developing a joint facilities council to look at ways to jointly develop facilities for the benefit of the City and the school districts. (Look to City Manager and Mayor.) (Michelle Gilleece)

8. Increase neighborhood identity and livability.

The mission of the Office of Neighborhoods is to be an advocate and liaison for our 26 community neighborhoods and to provide support to Riverside Neighborhood Partnership. The annual Neighborhood conference occurred on June 28, 2003 this year and this very successful forum provided an opportunity for residents to come together, build neighborhood identity and pride, and access City services. The Neighborhood Report card, created as a way to measure the health and progress of our neighborhoods, was recently completed and will be updated twice yearly. At Home in Riverside, a partnership between the City, the Riverside and Alvord school districts and local real estate professionals, actively promotes attractiveness of City neighborhoods to relocating families. The City Manager is responsible for the implementing the Council-approved Eastside Strategic Plan, proposed by the Mayor and Council member Moore. As well, the Arlanza initiative, a pilot project designed to link service providers for the prevention of youth crime, has made great progress and a community resources center is being developed for opening in the latter part of 2003.

Next Steps/Mayor's Role:

Green- Light

Mayor's office will continue to support the Office of Neighborhoods and its programs. Mayor's office will also continue to advance Good Neighborhood Program (22 action steps; many completed or in progress) identified in the 2000 State of the City address. The Mayor's office will utilize the Neighborhood Report Card and will look to its twice yearly updates for information to guide policy decisions on allocation of resources to neighborhoods. Eastside Strategic Plan requires specific attention, and Martha Matus in the Office of Neighborhoods is currently assigned to a special project of asset mapping in the Eastside. The At Home In Riverside program, now coordinated by the Mayor's office, is being revisited for new ideas on improving our neighborhoods' appeal to new families. (Hold City Manager and Executive Director of the Office of Neighborhoods accountable.) (Steven Frasher)

9. Take steps to become a clean and green city.

Goal is to identify Riverside as a city committed to clean air. Programs include: conversion of City fleet vehicles to clean fuels; support inclusion of air quality as part of the General Plan update; support programs to promote clean fuel vehicles in the private sector by working with the automobile dealers in Riverside; develop non-motorized transportation corridors; support the AQMD's efforts to include Riverside as a site for a hydrogen fueling station; recognize the significant programs of the Riverside Public Utilities such as the Green Power Program, and other programs such as the Keep Riverside Clean & Beautiful program; and support a shared vehicle program. A goal is to increase public awareness of ways citizens can contribute to improved air quality. The City will use funds available from AQMD, state, and federal sources to support these efforts. We will work with the Northwest Riverside County Clean Cities Coalition and the Clean Cities Program to promote an expanded market for cleaner, alternative fuels for motor vehicles.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will support the activities of the Clean Cities Coalition as well as the other organizations working toward an improved environment. (Look to Mayor, Public Utilities Department, Northwest Riverside Clean Cities Coalition, Keep Riverside Clean & Beautiful, Clean Air Now, and South Coast Air Quality Management District.) (Virginia Field)

10. Enhance access of residents to City Hall. Continue Mayor's Night Out program.

The Mayor's Night Out program continues to connect residents with City Hall. It offers a way for residents to address neighborhood concerns and to have access to City Hall. To date, 91 of these visits have been conducted.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue the Mayor's Night Out program. (Hold Mayor accountable.) (Steven Frasher)

III BUILDING AN INCLUSIVE COMMUNITY

Noting and respecting our City's ethnic diversity - a community without an ethnic majority - and recognizing the uniqueness of our youth, seniors and other groups, embracing inclusiveness is a necessity.

1. Encourage community inclusiveness. Seek endorsement of the "Building a More Inclusive Riverside Community" Statement and the principles it enunciates.

The Building a More Inclusive Riverside Community Statement was prepared by the Mayor's Multicultural Forum, approved by the Human Relations Commission, and adopted by the City Council. The Statement eloquently lays out the challenges and opportunities provided by our community's diversity and recommends a set of principles for Riverside to become a truly inclusive city. The Statement has been endorsed by a number of community groups, such as churches, school districts, and community-based organizations. These endorsees have been developed into a list which showcases them and also includes a form for new endorsements to tear out and send back in with their endorsements. Endorsees receive recognition including a framed Statement and their names placed on a perpetual plaque posted on the 7th floor at City Hall. Many more endorsements are being sought in 2003. At recent Council candidate forums, the Statement has been highlighted as an important issue and candidates asked their opinion on its principles.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will continue to work on how to make the best use of the Statement, how to encourage greater endorsements and how to make the endorsements matter. (Hold Mayor and Executive Director of the Office of Community Relations accountable.) (Javier Rosales)

2. Recognize and celebrate diversity. Use/draw on the strengths of Riverside as a diverse community. Continue Mayor's Multicultural Forum. Work closely with the Community Relations/Human Relations office.

Supporting the Family Village Festival, held on September 20, 2003, the ethnic chambers of commerce, the Museum, and the Mayor's Model Deaf Community Committee, among others, are important ways to both recognize and utilize the diversity of our community. The Mayor's Multicultural Forum continues to meet and function as an excellent forum of dialogue and communication on inclusivity. The Bank of America has recently agreed to become the naming sponsor of the Forum and is now an active and interested participant in the Forum discussions and outcomes. The Mayor's Model Deaf Community committee, staffed by the Mayor's office, continues its excellent progress. The Multicultural Audit provides an up-to-date profile of our community's ethnic diversity and has been circulated to the HRC, MMF and endorsees of the Inclusive Community Statement. The Grier Pavilion concept – an initiative to redesign the 7th floor City Hall patio to represent diversity in our community as an important recognition of our interest in celebrating inclusivity – is proceeding along with the Riverside Public Utility handling the first stage of the revamping by installing solar panel super- structure.

Next Steps/Mayor's Role:

Green Light

Mayor's office will facilitate the Office of Community Relations in these responsibilities and will take the lead in directing the energies of the Multicultural Forum. (Look to Mayor and Executive Director of the Office of Community Relations.) (Javier Rosales)

3. Expand representation in City governance including widespread participation across the City's population on boards, commissions and task forces.

Efforts are underway to recruit diverse applicants to the applicant pool of our Boards and Commissions. The Black History Committee, the Latino Network, the Riverside Chapter of the NAACP, and the Greater Riverside Hispanic Chamber of Commerce will all refer applicants this year. Also, the Blueprint for Volunteer Diversity continues its landmark efforts. However, the challenge is to make our City governance opportunities both more accessible and more appealing to a wider range of residents than are currently participating.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will seek ways to improve representation. (Look to Mayor and Executive Director of the Office of Community Relations.) (Javier Rosales)

4. Increase our investment in youth and children.

The need to support youth and children has recently been highlighted as a major interest in our community through the Strategic Plan process, and there are corresponding programs and initiatives that have been identified to improve our investment in youth. The Youth Action Coordinator, Theresa McAllister, is moving the goals of the Youth Action Plan forward and supporting a variety of goals identified in the Strategic Plan. The Arlanza area initiative, a pilot project designed to link service providers for the prevention of youth crime, has made great

progress and a community resources center is being developed for opening in 2003. A May 3, 2003 youth conference was put on by the Mayor's Youth Advisory Council and exhibited the things there are to do within our City that youth are interested in. At the June 28, 2003 Neighborhood Conference, youth were again emphasized with a track focusing on their needs and contributions.

Next Steps/Mayor's Role:

Yellow+ Light

Mayor's office will assist the Youth Action Coordinator in accomplishing the goals of the Youth Action Plan and the Strategic Plan. The Youth Action Office is currently emphasizing co-branding with the National America's Promise organization and is developing a fundraising campaign to assist in helping it reach its goals. Mayor's office will support youth mentoring, job training and job preparation program. Connie Leach will work with the Mayor on the development of the Mayor's Youth Advisory Council. (Hold City Manager and Youth Action Coordinator accountable.) (Michelle Gilleece)

5. Increase the integration of Hispanics into the economic, political and social life of Riverside.

Recognition and support of the role of Hispanics in Riverside (100,000+ residents) is necessary to increase the degree of civic involvement of the Hispanic community. Ongoing work with the leadership of the Latino Network and others in finding ways to increase the currently low participation of Hispanics in educational, economic, and social activities is a priority. The Mayor recently assisted the Hispanic community in approaching City Council to consider the adoption of the Matricula Consular as a valid form of identification for Mexican nationals living in Riverside.

Next Steps/Mayor's Role:

Yellow- Light

Mayor's office will assist by identifying strategies to increase participation and integration. (Look to Latino Network, Hispanic Chamber, and Mayor.) (Javier Rosales)

6. Make Riverside a more senior-friendly City.

The Mayors Commission on Aging recommended a proactive needs-assessment of seniors and the results of the needs assessment is a report recommending a three stage process of creating an Office of Senior Services. As a result of that report, and the request by the Janet Goeske Center for additional resources, the Goeske Center is now becoming the host for an informational office for seniors. The City Council recently accepted the label of Riverside as the nation's first "Senior Friendly Community" and is now undergoing the accreditation process. On September 15, 2003 the Canyon Crest Country Club hosted a Mayor's fundraising golf tournament for seniors and successfully raised \$5,000 which will be given to senior's programs in Riverside. The third Monday of each year has now been proclaimed and resolved to be "Senior's Day" – and further celebration of our City's seniors will be undertaken in future years.

Next Steps/Mayor's Role:

Green Light

Mayor's office will support the Commission in its efforts to make Riverside a more senior-friendly city and will support the Senior Friendly Community program. (Look to Mayors Commission on Aging.) (Merci McGregor)

7. Make the City safe for everyone. Monitor and continue to implement the Mayor's Use of Force Panels twelve recommendations.

In 1999, the City Manager submitted to the Mayor and City Council the staff's response to the Mayor's Use of Force Panel. It outlined the steps that were to be taken to implement the Panel's recommendations in order to create a culture of public service that responds positively to the needs of our diverse community. Every six months detailed updates as to the progress of the recommendations are presented to the City Council. Updates provided on a regular periodic basis to the City Council tell us that all of the recommendations of the Mayor's Use of Force Panel continue to be implemented successfully and many are now a part of the normal operations within the Riverside Police Department.

Next Steps/Mayor's Role:

Green Light

Mayor's office will continue to monitor and check in with the Police Chief to ensure the recommendations continue to be usefully integrated into the RPD's operations. (Hold Police Chief accountable.) (Michelle Gilleece)

8. Sustain and increase social capital.

Devote attention to encouraging social capital, with particular focus on new leadership and bridging of differences. Draw on ideas and proposals in Robert Putnam's Bowling Alone. Social capital is central to a successful city. Social capital is the trust and networks that Riverside can draw upon to solve problems.

Next Steps/Mayor's Role:

Yellow Light

Mayor's office will lead by example by putting itself forward as a prime incubator of social capital. Mayor's political science class is also examining the issue. Mayor's office will also reach out to churches, service groups and the like to encourage the development of social capital in the community. Mayor's office will consider a formalized process of reaching out with specific targets and goals. (Look to Mayor, churches, service groups, and the Chamber.) (Mayor)

9. Develop the resources of our community of faith.

Our City has a large number of vibrant, healthy organizations of faith and worship; by some estimates as many as 400. They represent a good deal of social capital and, to some extent, are as yet an untapped resource to our City.

Next Steps/Mayor's Role:

Yellow Light

The Mayor's office is exploring ways in which this community resource can be best recognized and developed. (Look to Mayor) (Michelle Gilleece)